

NOT FOR EVERYONE

Do you like Tom Wolfe? Edwardian haircuts? Simon and Garfunkel? MacBird? Art Nouveau? Cassius Clay? Pot? Antique Clothes? The Redgrave Girls? Lord of the Rings? The Pill? Did you like Andy Warhol's films before they became fashionable?

We have reason to believe that you can answer yes to most of the above. If so, you are a member of that small but influential group of taste-makers who set the cultural trends of the nation. And you are precisely the kind of person for whom a great new magazine called **Avant-Garde** is edited. **Avant-Garde** is not for everyone.

Avant-Garde is a lavish, mirthful, daring new magazine of inordinate savoir-faire and candor. It is a feast of gourmet food-for-thought prepared by the avant-garde for the avant-garde. It covers subjects ranging from Aphrodisiacs to Zetterling and it does so with no put-ons and no inhibitions. **Avant-Garde** reflects a degree of sophistication never before attained by any American magazine.

The editors of **Avant-Garde** are three of the most fertile minds in American publishing today: Herb Lubalin, who is America's foremost art director; R. Clifford Webster, formerly of *Esquire*, *Eros*, and *The Greenwich Village Review*; and David M. Rorvik, a brilliant young essayist who has been described as "the H. L. Mencken of the Now Generation."

Contributors to **Avant-Garde** include the most gifted artists, writers, and photographers of our time. The pages of **Avant-Garde** will throb with their biting satire, incisive profiles, audacious reportage, lush graphic art, consciousness-expanding fiction, and poetry that *speaks*.

Perhaps the best way to describe this new bimonthly to you is to list the kinds of articles it will print:

Bob Dylan's Suppressed—and Pithiest—Song Lyrics

The Dead-Serious Movement to Run Allen Ginsberg for Congress

Salvador Dali: A New Dimension in Erotic Art—*Drawings created especially to celebrate the launching of Avant-Garde.*

The Imminent De Facto Repeal of Marijuana Prohibition—*Resulting from science's recent synthesis of marijuana's chief hallucinogen.*

The C.I.A.'s Super-Salaried "Super-Spook"—*An exposé of an operative who is paid \$1 million a year to fink for Big Brother.*

The Two Faces of George Romney

Understanding Zowie—*A glossary of Turned-On Generation jargon.*

Toward the Elimination of War—*A little-known exchange of letters between Einstein and Freud.*

The Personal Political Convictions of Huntley, Brinkley, and Cronkite

The Fugs—*New York's most way-out electronic raga-rock nerve-thrill company.*

The Writing on the Wall—*The emergence of graffiti as a medium of social protest.*

Move Over, Lady Chatterley—*A preview of 11 erotic classics soon to be published in this country for the first time.*

The Prison Poems of Ho Chi Minh

Mixed-Media Art: The Pop World's Newest "Scrambled Oeuvre"

"Radio Free America"—*The plans (already in motion) of a U.C.L.A. professor to establish a pirate radio station off the coast of California.*

"My Love for You Is Stronger than Dirt"—*The Madison Avenue dating scene as observed by Dan ("How to Be a Jewish Mother") Greenburg.*

Poets at War—*Bitter anti-war poems by GI's in Vietnam.*

John Lennon as a Master of Prose

Ingenious—and Perfectly Legal—New Ways Around Abortion Laws

Everett Dirksen as “The Wizard of Ooze”—*A Pop Impression by Andy Warhol.*

The Case for Televising Trials

The Emergence of Abstract Expressionist Journalism—*As exemplified by the L.A. “Free Press,” N. Y. “East Village Other,” and Berkeley “Barb.”*

Group Psychotherapy on TV

Aubrey Beardsley's Suppressed Erotic Works—*A portfolio.*

A Preview of Off-Broadway's Forthcoming Spoof of the House Un-American Activities Committee

A Plea for State-Sponsored Breeding of Supermen—*By geneticist Sir Julian Huxley.*

Pornographic Film Festivals at Lincoln Center by 1970

In summation, **Avant-Garde** is a forward-directed, daring, and wildly hedonistic magazine.

As an editorial package, **Avant-Garde** is sumptuous. It is lavish in artwork, rich in typography, and expensive to produce (it is also completely free of advertising). Yet, because **Avant-Garde** is being offered by subscription only (with the attendant economies of precise print orders and total sales), it costs considerably less than you might at first imagine.

Though resembling handsome art folios that sell in bookstores for \$10 *each*, **Avant-Garde** costs only \$10 for a *whole year*.

Moreover, if you enter your Charter Subscription to **Avant-Garde** now—before the first issue is sold out—you will be entitled to the *Special Charter Subscription Rate of only \$5*. This is *half-price*!

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As a Charter Subscriber, you will also be entitled to these privileges:

- The right to buy gift subscriptions for only \$5.
- The right to renew your own subscription for only \$5 *ad infinitum*, despite any subsequent price increases.
- The right to have your subscription begin with Volume I, Number 1. *This is not to be taken lightly since first issues of high-quality magazines invariably become Collectors' Items.*

Since this offer is automatically canceled when the first issue of **Avant-Garde** is sold out, we urge you to act *at once*. To enter your subscription, simply fill out the enclosed Charter Subscription Order Form and return it with \$5 in the postage-paid envelope.

Then sit back and prepare to enjoy a completely uninhibited new magazine that really blows the mind.

AVANT GARDE

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